

ABSTRACT

Today there were a lot of dining places that offered various services that indulge their customers. The House of Raminten was a dining place that had an integrated concept of Javanese traditional and modern elements also unique and elegant. Some uniqueness offered were among others its menu and its traditional and modern food and beverage service. The price offered was very competitive. Paid IDR 1,000 costumers could have nasi kucing (small portion of rice and side dish) on the plate that was served uniquely. This research aimed to know and to evaluate how strategies used by The House of Raminten Marketing Public Relation in maintaining their customer loyalty, where this was conducted to counter a fairly tight competition in culinary business in Yogyakarta city. This was a qualitative research by using descriptive method namely a research endeavored to develop concepts, collecting facts, but this research was not aimed to hypothesis research based on specific theories. Data in this research was obtained through interview and observation and literature study. Data obtained was then analyzed qualitatively, and was served in description form that was arranged in detail and systematically.

This research result showed that strategy used by The House of Raminten Marketing Public Relation to counter the issue namely strategy designated by the internal company to strengthen a good working pattern so that there was a conducive working relation and climate. Strategy designated to the external company aimed to create a good image in the society, and to attract customers interest to the existing program and product namely by using personal approach,

built a good relation with media, using marketing supporting devices namely advertising, sales promotion, public relation and word of mouth. Strategy used by Raminten Marketing Public Relation had been effective that was proven by customer numbers who kept increasing

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